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Press Release: ROVER TRAILS
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Rover Trails Scheduling and Messenger Tools

It's not just an app for scheduling a walk for your pup, it's a community space for dog owners to engage with other fur families too.

DENVER, September 18, 2018, [5280—The Denver Magazine] — [Rover](#) announced launching the new mobile *Rover Trails scheduling and messenger app*; now your pup can hit the trails in just a few clicks. *Rover Trails* offers great benefits to the well-being of your puppy. It's so hard to have time to walk your dog. Sometimes you just want to come home from work and relax, but that sweet puppy has been waiting all day for you to come home and could really use a nice long stroll. *Rover Trails* provides a pickup and drop-off service, with trained and certified dog walkers who will take your pup to the best trails in your community. Rover walkers take your pup while you're at work or away for the day. All dog walkers are dog lovers themselves and guarantee the best care for your favorite canine.

The new mobile app makes it easy to schedule a walk, see upcoming events, and contact a dog walker immediately. With the simple calendar tool, you can select a date to check for availability, pricing, and trail location details. Once you confirm a date you can pay for the service immediately. By setting up a user profile you can save yourself extra steps the next time you use the app. Scheduling is as easy as a few clicks with an established profile! *Rover Trails also provides an interactive group messaging tool where* a user can post comments, photos, and videos in a live chatroom designed for the fellow puppy's parents who have pets scheduled for the same walk! This concept is brilliant as it promotes community among other dog lovers living in the same general areas.

A new Rover Trails customer exclaimed, "I have made two new friends through the live chat, and now we meet up at the dog park every week! I was excited to know while I was at work, my pup was getting the exercise they need to maintain a happy, healthy lifestyle. It was so easy to download their new Rover Trails app. I just set up my user profile once, and now I can schedule a service in seconds!"

Rover Trails not only makes scheduling a pickup so easy with a simple calendar appointment tool, they actually come to your home while you're at work to pick up your pup in their amazing dog-friendly van! After you schedule an appointment you receive a confirmation and your dog walker will contact you before pickup! It's as easy as setting up your profile and becoming a part of the dog lover community. The new *Rover Trails* app makes it easy to get involved in the larger Rover community. This is the perfect way to give your pup the adventure they need.

Product Designer, Kristina Robbins stated, "I launched Rover Trails to make scheduling a walk, and paying for this service as easy as possible. I wanted to give dog owners control by giving them the tools they need to set up their profile and have direct contact with the Rover community. By creating the messenger tool, we've created a space for direct contact with walkers, and access to chat with other owners. The walker can share videos from the trails, comments and pictures from the day, and then watch the gossip roll in! That's exactly what I wanted to do, strike a conversation. Most dog owners are

very outgoing anyway, now they have a way to engage with others and potentially make friends in their communities. *Rover Trails* is an extension of Rover brand for families who love adding a little adventure to their puppies' lives, and to their own."

The great news for Rover is, owners who love their dog enough to embrace this service are going to use the application. This app promotes social engagement and interaction, a perfect extension to an already—terrific brand. It's so easy to get started, just visit www.RoverTrails.com, sign up for a free account, download the app and get started today!

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